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PTO/SB/21 (08-03)
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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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<h2 style="margin: 0;">TRANSMITTAL FORM</h2> <p style="font-size: small; margin: 5px 0;">(to be used for all correspondence after initial filing)</p>	Application Number	10/817,041	
	Filing Date	April 2, 2004	
	First Named Inventor	Alakesh CHETIA	
	Art Unit	3661	
	Examiner Name	Not Yet Assigned	
Total Number of Pages in This Submission		6 + 3 refs.	
		Attorney Docket Number	560142000100

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement (3 pages) <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): 1. Form PTO-1449 (2 pages) 2. Return postcard 3. 3 refs.
<div style="border: 1px solid black; width: 150px; height: 20px; float: left; margin-bottom: 5px;">Remarks</div>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	MORRISON & FOERSTER LLP (Customer No. 25226) Norman R. Klivans - 33,003
Signature	
Date	June 30, 2004

<p>I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.</p>	
Dated: June 30, 2004	Signature: (Mae Pattison)



PATENT
Docket No. 560142000100

CERTIFICATE OF MAILING BY "FIRST CLASS MAIL"

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Mae Pattison

Mae Pattison

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Alakesh CHETIA et al.

Serial No.: 10/817,041

Filing Date: April 02, 2004

For: METHOD AND APPARATUS FOR
ADVERTISING ASSESSMENT USING
LOCATION AND TEMPORAL
INFORMATION

Examiner: Not Yet Assigned

Group Art Unit: 3661

**INFORMATION DISCLOSURE
STATEMENT UNDER 37 C.F.R. § 1.97 & 1.98**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. § 1.97 and § 1.98, Applicants submit for consideration in the above-identified application the documents listed on the attached Form PTO-1449. Pursuant to the USPTO notice dated July 11, 2003, waiving the requirement under 37 C.F.R. § 1.98 (a)(2)(i) to provide copies of U.S. Patents and U.S. Published Applications, copies of those references are not submitted. Copies of non-patent literature are submitted herewith. The Examiner is requested to make these documents of record in the application.

This Information Disclosure Statement is submitted:

- ☐ With the application; accordingly, no fee or separate requirements are required.
- ☐ Before the mailing of a first Office Action after the filing of a Request for Continued Examination under § 1.114. However, if applicable, a certification under 37 C.F.R. § 1.97(e)(1) has been provided.
- ☒ Within three months of the application filing date or before mailing of a first Office Action on the merits; accordingly, no fee or separate requirements are required. However, if applicable, a certification under 37 C.F.R. § 1.97(e)(1) has been provided.
- ☐ After receipt of a first Office Action on the merits but before mailing of a final Office Action or Notice of Allowance.
 - ☐ A fee is required. A check in the amount of __ is enclosed.
 - ☐ A fee is required. Accordingly, a Fee Transmittal form (PTO/SB/17) is attached to this submission in duplicate.
 - ☐ A Certification under 37 C.F.R. § 1.97(e) is provided above; accordingly, no fee is believed to be due.
- ☐ After mailing of a final Office Action or Notice of Allowance, but before payment of the issue fee.
 - ☐ A Certification under 37 C.F.R. § 1.97(e) is provided above and a check in the amount of __ is enclosed.
 - ☐ A Certification under 37 C.F.R. § 1.97(e) is provided above and a Fee Transmittal form (PTO/SB/17 is attached to this submission in duplicate.)

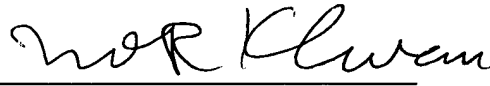
Applicants would appreciate the Examiner initialing and returning the Form PTO-1449, indicating that the information has been considered and made of record herein.

The information contained in this Information Disclosure Statement under 37 C.F.R. § 1.97 and § 1.98 is not to be construed as a representation that: (i) a complete search has been made; (ii) additional information material to the examination of this application does not exist; (iii) the information, protocols, results and the like reported by third parties are accurate or enabling; or (iv) the above information constitutes prior art to the subject invention.

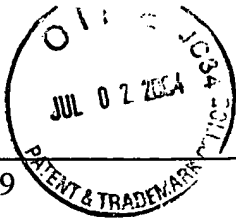
In the unlikely event that the transmittal form is separated from this document and the Patent Office determines that an extension and/or other relief (such as payment of a fee under 37 C.F.R. §1.17(p)) is required, Applicants petition for any required relief including extensions of time and authorize the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 03-1952 referencing 560142000100. However, the Commissioner is not authorized to charge the cost of the issue fee to the Deposit Account.

Dated: June 30, 2004

Respectfully submitted,

By: 
Norman R. Klivans, Jr
Registration No. 33,003

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Form PTO-1449

INFORMATION DISCLOSURE CITATION
IN AN APPLICATION

(Use several sheets if necessary)

Docket Number 560142000100

Application Number 10/817,041

Applicant

Alakesh CHETIA et al.

Filing Date April 2, 2004

Group Art Unit 3661

Mailing Date June 30, 2004

U.S. PATENT DOCUMENTS

Examiner Initials	Ref. No.	Date	Document No.	Name	Class	Subclass	Filing Date If Appropriate
	1.	07/04/2002	2002/0087401	Leapman et al.			
	2.	07/11/2002	2002/0091568	Kraft et al.			
	3.	01/09/2003	2003/0006911	Smith et al.			
	4.	11/20/2003	2003/0216960	Postrel			
	5.	09/22/1998	5,810,680	Lobb et al.			
	6.	01/11/2000	6,013,007	Root et al.			
	7.	11/13/2001	6,317,718	Fano			
	8.	12/18/2001	6,332,127	Bandera et al.			
	9.	04/16/2002	6,374,177	Lee et al.			
	10.	05/14/2002	6,389,337	Kolls			
	11.	08/27/2002	6,442,479	Barton			
	12.	04/23/2003	6,529,159	Fan et al.			
	13.	04/22/2003	6,552,682	Fan			
	14.	07/01/2003	6,587,835	Treyz et al.			
	15.	09/02/2003	6,615,179	McNicol et al.			
	16.	11/11/2003	6,647,269	Hendrey et al.			
	17.	01/13/2004	6,677,894	Sheynblat et al.			

FOREIGN PATENT DOCUMENTS

Examiner Initials	Ref. No.	Date	Document No.	Country	Class	Subclass	Translation YES NO

OTHER DOCUMENTS

(including author, title, Date, Pertinent Pages, Etc.)

Examiner Initials	Ref. No.	Title
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EXAMINER:

DATE CONSIDERED:

EXAMINER: Initial if citation considered, whether or not the citation conforms with MPEP 609. Draw a line through the citation if not in conformance and not considered. Include a copy of this form with next communication to applicant.

Form PTO-1449 INFORMATION DISCLOSURE CITATION IN AN APPLICATION (Use several sheets if necessary)	Docket Number 560142000100	Application Number 10/817,041
	Applicant Alakesh CHETIA et al.	
	Filing Date April 2, 2004	Group Art Unit 3661
	Mailing Date June 30, 2004	

18.	CNN.com-Technology. (May 25, 2000). "GPS To Do Wonders for Wireless Browsing," located at Http://www.cnn.com/2000/TECH/computing/05/25/gps.and.wireless.idg/ visited on May 3, 2004. (4 pages).
19.	Melwani, V. (February 12, 2004). "Tiger Telematic and Minick Partnership Offers Multimedia Advertising Delivered Directly to Gametrac Consoles," located at http://biz.yahoo.com/prnews/040212/Inth010 . visited on May 3, 2004. (3 pages).
20.	Minick. (February 12, 2004). "Tiger Telematic and Minick Partnership Offers Multimedia Advertising Delivered Directly to Gametrac Consoles," located at www.minick.net/press__tiger . visited on May 3, 2004. (3 pages).

EXAMINER:	DATE CONSIDERED:
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